

drive from Toronto and takes off there with his wife and three children whenever he can.

About the same time that the firm moved to new premises, a new project appeared on the books. It was to develop an image for a new beer, Octoberfest, being marketed by Formosa Spring Brewery, which had been acquired by the Phillip Morris subsidiary Benson & Hedges. This was followed through by Keg Ale and Diamond Lager. Then the operation was bought by Molson's.

But a month later, Savage Sloan went with Labatt's and started the graphics for Blue, 50, Skol and some other projects. The other projects included some image work within Labatt's promotional activities such as International Junior Hockey Tournament out west last winter. This stretched from posters and promotional letterheads to the design and fabrication of the trophies.

"This is the kind of thing that juices Bill and me up," Savage enthuses. "Getting our teeth into a to-

tal program. As you know, Bill looks after the industrial design group and I'm responsible for packaging. How would I describe my particular strengths? In graphic design market interpretation.

"I almost always get involved in the conceptual stages and client concept and follow-through. What the client's goals and objectives are for a product and to ensure that this fits in with the marketing strategy already determined. I'm particularly attuned to the definition of goals and interpreting them into graphic language," he said.

Savage as a professional is very much packaging oriented. That's obvious in the work-load of the past 16 years. Yet despite this, the firm lists itself as an industrial design shop. Why?

"Because we feel that industrial design is the philosophy for problem solving within the restraints or strengths of the arts/science discipline. We were taught how to work with the basic tools of the art-

ist or communicator and to approach two- and three-dimensional problems in the same way. That is organizational—and applying one of the dictums of the industrial designer's dialogue, form follows function, address the problem in the same way. Whether the project is a cigarette package or an annual report. There really isn't anything new about this—I think Raymond Loewy said it in 1933," Savage declared.

The formula, the philosophy, the mode of client-interface obviously works. In the 20 years since Savage and Sloan graduated from the industrial design department of the Ontario College of Art, they've prospered and grown both as individuals and as a design entity.

Savage is a past-president of the Ontario Chapter of the Association of Industrial Designers and has been a consultant to the Manitoba Design Institute.

That's not bad for a Bluenoser from Halifax who thinks he has discovered the secret of perpetual youth.

**Beginning a new service to our readers, Canadian Packaging presents this annual editorial index covering the full 12 months of 1977. We trust it will become a handy guide to quickly refer to articles published in the past year.**

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